



Call-Out Script for Back-to-School Challenge

Hello, this is **[insert name, position, and school name]**. This year, our school will be participating in Florida's family literacy campaign called Just Take 20. You can check out this Florida Department of Education program at JustTake20.org. Research tells us that when supportive parents, like you, are engaged in their children's education, students do better in school. That means our school improves, as well. Our school values our partnership with you, parents! The Just Take 20 campaign is all about increasing the time kids spend reading outside of school hours. Studies show that kids should read at least 20 minutes every day at home. We also know the love of reading begins at home because you are your child's first and most influential teacher. Visit JustTake20.org to use the free online resources to help you create a family plan that will work, no matter how busy you are, by giving you great ideas for incorporating reading on-the-go. Thank you, parents, and don't forget to Just Take 20!

Come read with us!
Visit JustTake20.org for fun family reading activities!

Just Take 20 is funded by the Florida Department of Education and managed by Just Read, Florida! and the Bureau of Family and Community Outreach.

